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(54) Title: LIQUID DISHWASHING DETERGENT COMPOSITION HAVING POLYMERIC PARTICLES

(57) Abstract

A process for improving aesthetics of a liquid dishwashing detergent product is disclosed. The process includes the steps of providing a liquid dishwashing detergent composition and adding solid particles to the liquid dishwashing detergent composition. The particles are coated with a polymeric coating. The coating is prepared from materials which are insoluble in the liquid dishwashing detergent composition but soluble in dishwashing wash solution.